GAVILAN �► COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95020

Course Outline

COURSE: ART 77   DIVISION: 10   ALSO LISTED AS:

TERM EFFECTIVE: Spring 2014   **Inactive Course**

SHORT TITLE: INTRO DIGITAL MEDIA

LONG TITLE: Introduction to Digital Media

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

COURSE DESCRIPTION:

An introduction to the field of digital media, including history, social impact, concepts, career options and industry trends. Applying learned visual and aural design principles, students will explore the use of computer-based tools in the design and production of digital media by creating and editing digital images, sounds, video, animation and text. A comprehensive term project for publication on the web or CD ROM will be required. This course has the option of a letter grade or pass/no pass. ADVISORY: CSIS 124, CSIS 1, CSIS 2.2L, CSIS 3, or familiarity using the Macintosh or Windows operating systems.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
        L - Standard Letter Grade
        P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
        02 - Lecture and/or discussion
        03 - Lecture/Laboratory
        04 - Laboratory/Studio/Activity
        72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. The students will understand the field of digital media: its history, career possibilities, the technology, production procedures, and basic principals of design and architecture.

2. Students will be able to analyze an idea, develop a concept via writing of a script and drawing a storyboard, and solve the problems while in the process of producing a small interactive web site using digital image, video, animation, and sound editing software.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Inactive Course: 03/25/2013

WEEK HOURS CONTENT

1-2 4 Lecture: Introduction to Digital Media: history, development, and concepts.
Demonstration of the types of Digital Media such as interactive multimedia including games, web publishing, animation for games, video, and film. The elements involved (e.g., computers, images, video, animation, text, sound). Brief discussion of scholastic program, industry, and production methods. Quick survey of tools, both hardware and software, required for production.
Homework: Read chapters on history and definition of digital and multi media. Explore web site called art museum.org. Write a short paper (1 page) on what you felt was the best concept and why.
6 Lab assignment: Go to lab, log in, and get acquainted.

3-4 4 Lecture: Communication, especially in the digital format. What is design? Concepts and practice of digital imaging: digital cameras, screen captures, scanning, manipulating digital images, and printing. The importance of resolution for display and printing.
Homework: Read Digital Camera handouts. Read chapters in Photoshop book about image sizing, canvas, mode, and image adjustments. Think about a topic for your term project.
6 Lab Assignment: Check out digital camera and take some pictures for your chosen term project. Load into the computer and store on a CD.

5-6 4 Lecture: Working with digital images. Use of Photoshop tools: Selection, Layers, Copying/Pasting. Printing and creating images for the computer display.
Homework: Read chapters of fundamentals of photo imaging and manipulation using Adobe Photoshop.
6 Lab assignment: Resize, crop, and change resolution of 2 pictures. Print copies. Adjust the picture again

for screen display. Save the image in GIF and JPG
format. Save as transparent GIFs. Prepare your pictures
for use on a web site project.

7-8   4   Lecture: Introduction to Browers and the world wide web.
Concept of nonlinear information browsing and hypertext.
Techniques for integrating visual and textual
information. Reproduction and copyright issues. Web
authoring and introduction to the software application,
Dreamweaver. Storyboarding and drawing flow charts for
interactive media.
Homework: Read in Dreamweaver book: Basics, Site
Control, Images, Links, Rollovers, tables. Storyboard
and flow chart web project.
6   Lab assignment: Work through exercises using
Dreamweaver. Set up your web site and root folder.
Start on you project by constructing a simple web
page with text and two of the images.

9-10 4   Lecture: Graphic design concepts for screen design-
Alignment, Contrast, Repetition and Proximity.
Designing web sites with basic HTML tags for web colors,
navigation and mailto. Page layout using Dreamweaver.
Homework: Read section on graphic design in book and
handouts. Sketch a design of your homepage for the
term project.
6   Lab assignment: Design and develop a basic interactive
web site. Work through section on tables in the
Dreamweaver book. Work on web site project.

11-12 4   Lecture: Intro to animation (cellular, digital) and
the use of Flash. Concept of timeline, scenes, symbols,
layers, levels, frames. Demonstrate using Flash tools.
Concepts of vector graphics and drawing. Motion and
shape tweening. Building a Flash Movie.
Homework: In Flash Program read on Drawing Tools and
Symbols. Read handout on the history of animation.
Storyboard a splash screen for the web project.
6   Lab assignment: Practice Flash techniques. Make a
vector drawing of one of the digital pictures using a
variety of Flash tools.

13-14 4   Lecture: Flash: using movie clips and motion guides,
designing animation for a banner ad and splash screens,
exporting Flash movie as an animated GIF file. Putting
Flash movies on the web using Dreamweaver. Concepts of
design factors for attention-getting banners. Benefits
and drawbacks of using GIF vs. .swf files.
Homework: Read material on exporting files from Flash
and ad banner design. Read in Dreamweaver book on how
to embed .swf and GIF animations in web pages.
6   Lab assignment: Using concepts animations techniques

learned in class, design and storyboard an ad banner
for your company. Construct it in Flash and include it
in a web page of your project. Construct your splash
screen.

15-16 4   Lecture: Complex and interactive animation in Flash:
design and use of buttons to control movement from
scene to scene (goto, stop, play) editing and adding
sound in different digital formats such as AIFF and
MPG3.

Homework: Read section in Flash book on buttons,
actions, and sound. Storyboard a simple interactive
game.

6   Lab assignment: Design and construct a simple game with
sound effects.

17-18 4   Lecture: Scriptwriting (including formatting) and
storyboarding. Concepts of digital video: digitizing,
compression, nonlinear editing. Techniques for
shooting, capturing video to hard disk. Designing and
adding openings and credits. Design concepts for
smooth and relevant transitions from scene to scene,
cuts, and compressing for web broadcasting, DVD, or
CD ROM use. Final exam and web project presentations.

Homework: Read material on editing techniques and
compression algorithms. Write a script and storyboard
a 1-2 minute movie/video.

Lab assignment: Capture video from a VHS tape or Mini
DV. Use either Adobe Premiere, Final Cut Pro, or iMovie
to edit a short 2 minute movie.

2   Final Exam

ASSIGNMENTS:

See content.

COURSE OBJECTIVES:

Weeks 1-2

Students will be able to understand what digital media is, the
requirements for producing digital media and the overall concepts
of the methods involved.

Weeks 3-4

Student learns the basics of communication and design. Learns about
digital photography and the practice of capturing and storing
images in digital format.

Weeks 5-6

Student learns concepts practice of resolution, printing, and
display images. Learns to edit pictures for project.

Weeks 7-8

Student learns about the world wide web: how to browse for
information, concepts of page construction and interactive formats.
Students practice and display knowledge of modern software for web
page construction. Understanding of very basic HTML coding.

Weeks 9-10

Students learn graphic design principles and the application of interactive digital media. Learn a basic technique for animation on the web.

Weeks 11-12

Students learn theory and history of animation. Learn concepts of vector graphics vs. bitmapped graphics. Practice in the use of vector tools and animation timelines. Students produce a simple movie for web publishing.

Weeks 13-14

Students learn aesthetics and design process for commercial banners on the world wide web. Learn to animate and export Flash files in different formats and embed in web pages.

Weeks 15-16

Students learn to conceptualize a nonlinear game, design the storyboard and implement their design in Flash. Learn use of action commands such as goto, play, stop for controlling a nonlinear animation. Students learn digital sound editing and the use of sound effects for user feedback and entertainment purposes.

Weeks 17-18

Students learn to take an idea, write a script, then construct a storyboard. Learn by doing the pre and post-production process for movie/video making. Learn techniques for compressing video for playing from the web, CD ROM, or DVD.

METHODS OF INSTRUCTION:
Lecture, computer demonstration, web examples

METHODS OF EVALUATION:
The types of writing assignments required:
Written homework
The problem-solving assignments required:
Homework problems
Lab reports
Quizzes
Exams
The types of skill demonstrations required:
Class performance
Performance exams
The types of objective examinations used in the course:
Multiple choice
True/false
Completion
Other category:
None
The basis for assigning students grades in the course:
Writing assignments: 5% - 20%
Problem-solving demonstrations: 10% - 40%

Skill demonstrations:	30% - 50%
Objective examinations:	10% - 40%
Other methods of evaluation:	0% - 0%

REPRESENTATIVE TEXTBOOKS:

Required:

James G. Lengel, The Web Wizard's Guide to Multimedia, Addison Wesley.

Recommended: Tay Vaugh, Multimedia Making it Work, Osborne, or other appropriate college level text.

Reading level of test: college Grade

Other material required to be purchased by the student:

CDR media, printer paper

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

GAV C1, effective 200170

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200170

UC TRANSFER:

Transferable UC, effective 200170

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: A

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: ART

CSU Crosswalk Course Number: 77

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000182909

Sports/Physical Education Course: N

Taxonomy of Program: 061430